

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1162

TITLE: DEPUTY DIRECTOR OF PUBLIC AFFAIRS

GRADE: S-31

DEFINITION:

Under direction, to assist the Director in the planning, direction, and administration of the Office of Public Affairs; to assist in the direction and review of all divisions in the Agency; to work with representatives of the news media to ensure their understanding of County Government activities; to assist in the coordination of a comprehensive, centralized public affairs program for all County agencies; and to do related work as required.

TYPICAL TASKS:

Assists the Director in the planning and development of a County-wide public information program;

Participates in policy making meetings with the County Executive and his/her staff to provide input on public affairs policy;

Provides policy guidance and/or staff assistance to directors or representatives of County agencies pertaining to public information matters;

Maintains contact with key media representatives to ensure accessibility of information channels when required;

Acts as an official County spokesperson before representatives of print and/or broadcast media, handling the more sensitive and/or controversial issues;

Supervises and coordinates all details for special projects and events, including dedications, ceremonies, and displays involving the Board of Supervisors, County agencies, and the public;

Coordinates all presentations before the Board of Supervisors;

Coordinates clipping service for the Board of Supervisors, County Executive, Deputy County Executives and County agencies;

Prepares "how to" books for other County information officers to encourage uniformity in methods of information dissemination;

Supervises the office administration function which includes purchasing, personnel, and administrative reporting and budget preparation.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of the principles and practices of journalism and public relations;

Knowledge of the organization and operation of the County government and its departments and agencies;

Knowledge of the methods for preparing information to increase the likelihood of its use;

A high level of interpersonal skills to develop and maintain effective working relationships with County government officials and representatives of the media;

Ability to speak extemporaneously on a broad variety of County-related issues;

Ability to write creatively and effectively;

Ability to meet deadlines and work under pressure;

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Ability to adapt broadly defined policy guidance to specific situations;
Ability to plan and supervise the work of others.

EMPLOYMENT STANDARDS:

Any combination of education and experience equivalent to graduation from an accredited four year college or university with a bachelor's degree in journalism, government, public administration or related field and seven years of progressively responsible experience in public information, broadcasting or publications editing, including one year of responsible supervisory experience in a large government agency.

ESTABLISHED: February 29, 1988

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